



For Immediate Release
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IDEA teams with Affiliated Distributors (A-D) to offer synchronization pilot program

Pilot aims to address and improve synchronization processes at A-D member organizations

Arlington, VA– April 27, 2009 – IDEA, an electrical industry owned eCommerce service provider, and Affiliated Distributors (A-D), a wholesale buying and marketing group, today announced plans to begin a pilot program under which IDEA will assist A-D members with recommendations on improving their synchronization processes.

Prior to the announcement, IDEA had been working with four A-D members over a 60 day period to help both organizations define the scope of the program – which is exclusive to A-D for the 2009 calendar year.

The program is part of IDEA's comprehensive commitment to enable individuals and companies in the electrical channel with a roadmap for synchronization. The pilot is broken down into three phases: analysis, recommendation, and execution.

"A-D is very pleased to join forces with a partner who is committed to synchronization within the electrical channel. Leadership from both organizations understands that in a globally competitive economy, businesses must be innovative and leverage opportunities to invest in, and use, critical tools and resources that eliminate operational costs and increase sales. We continue to be committed to providing our members with such opportunities to thrive," said Bill Weisberg, CEO, Affiliated Distributors.

IDEA is working closely with A-D and participating members to ensure that the pilot program is a success. IDEA will introduce the program industry-wide after the A-D pilot program is completed.

"Affiliated Distributors is taking an innovative approach to helping their members achieve efficiencies in a difficult and uncertain economic time. The one certainty in these times is that any company, regardless of how big or small, can gain undeniable efficiencies and cost savings with transactional synchronization - and the time to take advantage of that synchronization is now." said Bob Gaylord, president and CEO, IDEA.

About IDEA

IDEA (www.idea-esolutions.com) is the only standard-setting organization offering a full range of eCommerce products and services designed to drive electrical supply chain efficiencies, reduce costs, slash cycle times, and ensure standardized, timely, and accurate data. IDEA provides Industry Data Warehouse (IDW), a database of product, pricing, and marketing data; Industry Data Exchange (IDX), a centralized and standardized document exchange solution; Industry Retail Database (IRD) a central repository of manufacturer retail product data powered by CERICOMX® which helps users meet retailer mandates and consumer packaged goods (CPG) and GS1 US requirements; and the Data Audit and Certification (DAC) Program which assures the accuracy and completeness of the manufacturer data found in IDW.

About Affiliated Distributors

Affiliated Distributors (www.mya-d.net) is the largest wholesale buying and marketing group in North America, comprised of over 530 independent distributor companies with over 3,000 locations in the U.S. and Canada. The A-D membership commands over \$27 Billion in sales



across six industries: electrical supplies; industrial supplies; plumbing supplies; HVAC equipment and supplies; drywall and drywall related products; and pipe, valves and fittings.

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